

# Unveiling Consumer Beverage Preferences at QSR and Coffee Shops

Hot or cold, caffeinated or not - the market for beverages in the Quick Serve space is heating up! To better understand what consumers want to sip on the go, we surveyed 1,547 consumers across North America to explore what they are looking for when ordering beverages from Quick Serve Restaurants or Coffee Shops.



How *often do you purchase* beverages from Fast Food and Coffee Shops?

Several times a week	33%
A few times a month	26%
Once a week	16%
Rarely	15%
Daily	10%
Never	1%

# 60%

of consumers report that they *buy beverages at about the same frequency as last year.*

followed by 24% at less frequently, and 16% at more frequently.



What type of *promotion* would most likely influence you to *purchase a beverage*?

Discounts	56%
Loyalty Rewards	27%
New flavor or ingredients	10%
Limited-time offers	5%
Other	2%

The *top 3 most frequently purchased* beverage at Quick Serve Restaurants or Coffee Shops items among respondents are:

#1 Hot Coffee



50%

#2 Soft Drinks



49%

#3 Iced Coffee



43%

It's notable that **17% of consumers** show a preference for Specialty Drinks (such as honey, oat, olive oil, lavender), highlighting their interest in trending seasonal flavors!

## Why is this important?

Understanding consumer beverage preferences is vital for fast food and coffee shop owners. With many consumers purchasing several times a week or daily, there is a steady demand to cater to. The preference for Hot Coffee, Soft Drinks, and Iced Coffee suggests these should be menu staples.

Effective promotional strategies, especially discounts, are crucial for influencing purchases. Adapting to these insights can help businesses better meet customer needs and enhance revenue.

If you want more insights on how your brand can better meet the needs of your customer, Intouch is here to help!

## About *Intouch Insight*

At Intouch Insight, we specialize in helping multi-location brands achieve operational excellence, exceed customer expectations, and build long-term customer loyalty. As a North American company, we are proud to deliver growth solutions to over 300 of the continent's most beloved brand.

Our solutions are designed to streamline operations, maintain brand standards, and provide actionable insights to help our clients enhance their CX. With over 40 years of CX expertise, we excel in providing our clients with top-notch CX, customer surveys, mobile forms, mystery shopping, as well as operational and compliance audit solutions.

Contact our team today!  
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